

EC'd Yes Last Received: 08/26/2012 8:01 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency () MUNDY KATOWITZ MEDIA INC	Rep Firm
Advertiser () PRIORITIES USA ACTI	1322 G. STREET SE	Sales Office () PHILADELPHIA
Product PRIORITIES USA	WASHINGTON, DC 20003	Salesperson () ANJIE BRADY
Estimate# 1566	Agency C/P1/P2/E 321/340/1566	
Buyer CASEY BESSETTE	Flight Dates 10/23/2012 - 10/29/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

CLIENT: PRIORITIES USA ACTION SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$36,250
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	5A-6A	EARLY AM NEWS	:30	\$700.00	10/23-10/23	1	1	1	\$700.00	
	2	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	10/25-10/25	1	1	1	\$700.00	
	3	F	5A-6A	EARLY AM NEWS	:30	\$700.00	10/26-10/26	1	1	1	\$700.00	
	4	M	5A-6A	EARLY AM NEWS	:30	\$700.00	10/29-10/29	1	1	1	\$700.00	
	5	W	6A-7A	AM NEWS	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
	6	F	6A-7A	AM NEWS	:30	\$2,000.00	10/26-10/26	1	1	1	\$2,000.00	
	7	TH	7A-9A	TODAY SHOW	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
	8	M	7A-9A	TODAY SHOW	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
	9	TU	9A-10A	TODAY SHOW 2	:30	\$500.00	10/23-10/23	1	1	1	\$500.00	
	10	F	9A-10A	TODAY SHOW 2	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	
	11	W	10A-11A	TODAY SHOW 3	:30	\$400.00	10/24-10/24	1	1	1	\$400.00	

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	12	TH	10A-11A	TODAY SHOW 3	:30	\$400.00	10/25-10/25	1	1	1	\$400.00	
	13	F	10A-11A	TODAY SHOW 3	:30	\$400.00	10/26-10/26	1	1	1	\$400.00	
	14	M	10A-11A	TODAY SHOW 3	:30	\$400.00	10/29-10/29	1	1	1	\$400.00	
	15	TU	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/23-10/23	1	1	1	\$200.00	
	16	TH	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/25-10/25	1	1	1	\$200.00	
	17	M	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/29-10/29	1	1	1	\$200.00	
	18	W	12P-1P	NOON NEWS	:30	\$300.00	10/24-10/24	1	1	1	\$300.00	
	19	F	12P-1P	NOON NEWS	:30	\$300.00	10/26-10/26	1	1	1	\$300.00	
	20	TH	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	10/25-10/25	1	1	1	\$350.00	
	21	TU	2P-3P	THE DOCTORS	:30	\$200.00	10/23-10/23	1	1	1	\$200.00	
	22	TH	4P-5P	ANDERSON COOPER	:30	\$450.00	10/25-10/25	1	1	1	\$450.00	
	23	M	4P-5P	ANDERSON COOPER	:30	\$450.00	10/29-10/29	1	1	1	\$450.00	
	24	TU	5P-530P	5PM NEWS	:30	\$1,500.00	10/23-10/23	1	1	1	\$1,500.00	
	25	W	530P-6P	530PM NEWS	:30	\$1,500.00	10/24-10/24	1	1	1	\$1,500.00	
	26	F	530P-6P	530PM NEWS	:30	\$1,500.00	10/26-10/26	1	1	1	\$1,500.00	
	27	TH	6P-630P	6PM NEWS	:30	\$1,800.00	10/25-10/25	1	1	1	\$1,800.00	
	28	M	6P-630P	6PM NEWS	:30	\$1,800.00	10/29-10/29	1	1	1	\$1,800.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	29	TU	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/23-10/23	1	1	1	\$1,500.00	
	30	W	730P-8P	THE INSIDER	:30	\$1,500.00	10/24-10/24	1	1	1	\$1,500.00	
	31	TU	11P-1135P	LATE NEWS	:30	\$2,000.00	10/23-10/23	1	1	1	\$2,000.00	
	32	TH	11P-1135P	LATE NEWS	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
	33	W	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	
	34	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
	35	TU	1235A-135A	JIMMY FALLON	:30	\$150.00	10/23-10/23	1	1	1	\$150.00	
	36	F	1235A-135A	JIMMY FALLON	:30	\$150.00	10/26-10/26	1	1	1	\$150.00	
	37	W	430A-459A	EARLY TODAY	:30	\$200.00	10/24-10/24	1	1	1	\$200.00	
	38	TU	430A-459A	EARLY TODAY	:30	\$200.00	10/23-10/23	1	1	1	\$200.00	
	39	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	10/27-10/27	1	1	1	\$500.00	
	40	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	10/27-10/27	1	1	1	\$800.00	
	41	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	10/27-10/27	1	1	1	\$500.00	
	42	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	10/27-10/27	1	1	1	\$300.00	
	43	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	10/28-10/28	1	1	1	\$800.00	

Rep Order# 6844884 Ver# 1 Status New Traffic Order# Printed: 08/27/2012 9:08 AM 4 of 4

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44 SU 6P-7P SUNDAY 6PM NEWS :30 \$500.00 10/28-10/28 1 1 1 \$500.00

---REPORT TOTALS---

Report Totals: 44 / \$36,250.00

---SALES MONTHLY TOTALS---

Oct 12: 37 / \$30,200.00 Nov 12: 7 / \$6,050.00
Sales Totals: 44 / \$36,250.00
Station Totals: 44 / \$36,250.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$109,848 CATV 0% WAVY 33% WGNT 6% WPXV 0% WTKR 23%
WTVZ 4% WVBT 8% WVEC 26%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE